

### Claims

1. Double-sidedly pressure-sensitively adhesive tape having sides which differ in adhesive strength, comprising at least one adhesive layer, characterized in that the pressure-sensitive adhesive of the more weakly adhering adhesive layer is based on an ethylene-vinyl acetate copolymer with a vinyl acetate content in the copolymer of from 25 to 92% by weight, preferably 40 to 70% by weight, the adhesive mass is optionally mixed with additives such as tackifying resins, plasticizers, ageing inhibitors or fillers.
2. Double-sidedly pressure-sensitively adhesive tape according to Claim 1, characterized in that the adhesive tape is composed of two adhesive layers of which at least the more weakly adhering side is formed of the EVA-based pressure-sensitive adhesive.
3. Double-sidedly pressure-sensitively adhesive tape according to Claim 1, characterized in that the adhesive tape is composed of a backing layer, which is optionally a laminate of two or more individual layers and on which two adhesive layers are applied in opposition on a backing layer, at least the more weakly adhering side of which is formed of the EVA-based pressure-sensitive adhesive.
4. Double-sidedly pressure-sensitively adhesive tape according to at least one of the preceding claims, characterized in that the adhesive tape is in the form of punched or cut shapes.
5. Double-sidedly pressure-sensitively adhesive tape according to at least one of the preceding claims, characterized in that the thickness is between 20  $\mu\text{m}$  to 300  $\mu\text{m}$ , preferably 30  $\mu\text{m}$  to 200  $\mu\text{m}$ , more preferably 40  $\mu\text{m}$  to 100  $\mu\text{m}$ .
6. Double-sidedly pressure-sensitively adhesive tape according to at least one of the preceding claims, characterized in that the bond strength of the ethylene-vinyl acetate copolymer-based pressure-sensitive adhesive for the more weakly adhering side of

the adhesive tape between 0.01 and 0.4 N/cm, measured on steel (see test methods), or between 0.1 and 0.8 N/cm, preferably between 0.2 and 0.6 N/cm, measured on the readout side of the storage medium (see test methods) and/or on the more strongly adhering side adhesive forces on steel (see test methods), determined at a peel angle of 180° of greater than about 1.0 N/cm, preferably greater than 2.0 N/cm, more preferably greater than 3.0 N/cm.

7. Use of a double-sidedly pressure-sensitively adhesive tape according to at least one of the preceding claims for the adhesive bonding and also residue-free and damage-free redetachment of flexible storage media of, for example, the CD, CD-ROM or DVD type to curved, bent, creased and also planar or substantially planar surfaces.
8. Use of a double-sidedly pressure-sensitively adhesive tape according to at least one of the preceding claims for the adhesive bonding and also residue-free and damage-free redetachment of inflexible storage media of, for example, the CD, CD-ROM or DVD type to planar or substantially planar surfaces.
9. Use of a double-sidedly pressure-sensitively adhesive tape according to at least one of the preceding claims for the adhesive bonding and also residue-free and damage-free redetachment of customer cards, credit cards to personal letters for sending out the cards.